

1           3. (Five Times Amended) A system comprising:  
2           a target computer to receive a content; and  
3           a content provider coupled to the target computer via a network to transmit the  
4 content, the content provider comprising:  
5                 a user rule page containing information obtained from the target computer by  
6                 a first agent; and  
7                 a rulebook to provide a rule based on the user rule page, the rule controlling  
8                 the content to be transmitted from a database to the target computer, the rule stored in  
9                 form of a condition-action pair, a condition in the condition-action pair being a  
10               hardware characteristic of the target computer.

1           4. (Three Times Amended) The system of claim 3 wherein the hardware  
2 characteristic is a modem speed.

1           5. (Four Times Amended) The system of claim 3 wherein the first agent uses an  
2 internet programming language.

1           6. (Four Times Amended) The system of claim 3 wherein the rule page  
2 comprises at least one of a hardware profile indicating hardware capabilities of the target  
3 computer, a software profile indicating software used by the target computer, and a user  
4 profile including dynamic information related to a user using the target computer.

1           9. (Four Times Amended) A method comprising:  
2                 obtaining information from a target computer by a first agent, the information being  
3 stored in a user rule page;  
4                 providing a rule based on the rule page by a rule book, the rule controlling a content  
5 from a database;  
6                 transmitting through a network the content from the database to the target computer;  
7 and  
8                 storing the rule in form of a condition-action pair, a condition in the condition-action  
9 pairs being a hardware characteristic of the target computer.

1           10. (Two Times Amended) The method of claim 9 wherein the hardware  
2 characteristic is a modem speed.

1           11. (Two Times Amended) The method of claim 9 wherein the rule page  
2 comprises at least one of a hardware profile to indicate hardware capabilities of the target  
3 computer and a software profile to indicate software used by the target computer.

1           12. (Two Times Amended) The method of claim 9 wherein the content is  
2 transmitted in an internet protocol format.

1           13. (Three Times Amended) The method of claim 9 wherein the rule page  
2 comprises a user profile including dynamic information related to a user using the target  
3 computer.

1           17. (Three Times Amended) A system comprising:  
2            a content provider transmitting a content via a network to a target computer, the  
3 content provider comprising:  
4            a user rule page containing information being obtained from the target  
5 computer by a first agent; and  
6            a rulebook to provide a rule based on the user rule page, the rule controlling a  
7 content transmitted from a database to the target computer, the rule being stored in  
8 form of a condition-action pair, a condition in the condition-action pair being a  
9 hardware characteristic of the target computer.

1           18. (Two Times Amended) The system of claim 17 wherein the hardware  
2 characteristic is a modem speed.

1           19. (Four Times Amended) The system of claim 17 wherein the rule page  
2 comprises a hardware profile to indicate hardware capabilities of the target computer.

1           20. (Four Times Amended) The system of claim 17 wherein the rule page  
2 comprises a software profile to indicate software used by the target computer.

1           21. (Three Times Amended) The system of claim 3 further comprising a second  
2 agent to update information in the user rule page rule directs the content in a database and  
3 provides a rule page corresponding to the target computer.

1           22. (Four Times Amended) The system of claim 17 wherein the content is  
2 transmitted in an internet protocol format.

1           23. (Two Times Amended) The system of claim 20 wherein the software profile  
2 includes a software package and memory usage by the target computer.

1           24. (Amended) The system of claim 6 wherein the hardware profile includes a  
2 type of processor, an amount of memory available, processor clock speed and memory usage  
3 on the target computer.

1           25. (Amended) The system of claim 6 wherein the software profile includes a  
2 software package and memory usage by the target computer.

1           26. (Amended) The system of claim 6 wherein the dynamic information  
2 comprises information on web sites visited and time spent by the user.

1           27. (Three Times Amended) The system of claim 17 wherein the rule page  
2 comprises a user profile including dynamic information related to a user using the target  
3 computer.

1           28. (Amended) The system of claim 4 wherein the rule matches the content with  
2 the hardware characteristic of the target computer.

1           29. (Two Times Amended) The system of claim 3 wherein the content is an  
2 advertisement banner.

1           30. (Two Times Amended) The method of claim 9 further comprising:  
2 updating the information in the rule page.

1           31. (Three Times Amended) The method of claim 30 wherein updating the  
2 information comprises:

3           inserting new data into the rule page; and  
4           removing old data from the rule page.

1           32. (Two Times Amended) The system of claim 19 wherein the hardware profile  
2 includes a type of processor, an amount of memory available, processor clock speed, and  
3 memory usage on the target computer.

1           33. (Amended) The method of claim 11 wherein the hardware profile includes a  
2 type of processor, an amount of memory available, processor clock speed and memory usage  
3 on the target computer.

1           34. (Amended) The method of claim 11 wherein the software profile includes a  
2 software package and memory usage by the target computer.

1           35. (Two Times Amended) The method of claim 9 wherein the dynamic  
2 information comprises information on web sites visited and time spent by the target  
3 computer.

1           36. (Two Times Amended) The system of claim 27 wherein the dynamic  
2 information comprises information on web sites visited and time spent by the user.

1           37. (Amended) The method of claim 10 wherein the rule matches the content with  
2 the characteristic of the target computer.

1           38. (Amended) The method of claim 9 wherein the content is an advertisement  
2 banner.

1           39. (Two Times Amended) The method of claim 9 wherein the first agent uses an  
2 internet programming language.

1           40. (Three Times Amended) The system of claim 17 wherein the first agent uses  
2 an internet programming language.

1           41. (Amended) The system of claim 3 wherein the content is transmitted in an  
2 internet protocol format.

1           42. (Two Times Amended) The system of claim 17 further comprising a second  
2 agent to update information in the rule page.

1           43. (Two Times Amended) The system of claim 3 further comprising a second  
2 agent to update information in the rule page.

1           44. (Amended) The method of claim 9 wherein the content is an ad banner.

1           45. (Two Times Amended) The system of claim 17 wherein the content is an ad  
2 banner.

1           46. (Amended) The system of claim 3 wherein the first agent is an object code for  
2 a control residing on a web page.

1           47. (Amended) The system of claim 46 wherein the control is transmitted with the  
2 web page while a dormant object code resides on a server.

1           48. (Amended) The system of claim 3 wherein the target computer communicates  
2 with additional content providers, and wherein the target computer maintains several  
3 provider rule pages of the additional content providers.

1           49. The system of claim 48 wherein each provider rule page includes information  
2 from at least one of the additional content providers.

1           50. (Amended) The method of claim 9 wherein the first agent is an object code for  
2 a control residing on a web page.

1           51.     The method of claim 50 further comprising transmitting the control with the  
2 web page while a dormant object code resides on a server.

1           52.     (Amended) The method of claim 9 further comprising:  
2                 communicating the target computer with additional content providers, the target  
3 computer maintaining several provider rule pages of the additional content providers.

1           53.     The method of claim 52 wherein each provider rule page includes information  
2 from at least one of the additional content providers.

1           54.     (Amended) The system of claim 17 wherein the first agent is an object code  
2 for a control residing on a web page.

1           55.     The system of claim 54 wherein the control is transmitted with the web page  
2 while a dormant object code resides on a server.

1           56.     (Amended) The system of claim 17 wherein the target computer  
2 communicates with additional content providers, and wherein the target computer maintains  
3 several provider rule pages of the additional content providers.

1           57.     The system of claim 56 wherein each provider rule page includes information  
2 from at least one of the additional content providers.